ONLINE: www.pqscheme.com
TEL: 0333 567 5670
EMAIL: enquiries@pqscheme.com

Data Privacy Statement

PQS sales website, advertising, surveys, etc

Last Revised – 2nd January 2024

These are intended for organisations (and their users) visiting the PQS sales website, advertising or participation in surveys.

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PQS Privacy Policy (website, adverts, surveys, etc)
Last Revised 2nd January 2024

Introduction

PQS Pre-Qualification-Scheme (referred to as "PQS").

PQS respects your privacy and is committed to protecting your personal data. This privacy notice will:

(a) inform you as to how we look after your personal data when you:
- visit our website (regardless of where you visit them from);
- receive advertisements via mailchimp, social media, or other method
- participate in surveys
- have contact with us generally

(b) tell you about your privacy rights and how the law protects you.

Please use the Glossary (found at the end of this document) to understand the meaning of some of the terms used in this privacy notice.

Purpose of this Privacy Notice
This privacy notice aims to give you information on how PQS collects and processes your personal data through your use of our sales website (www.pqscheme.com), participation in advertising and surveys.

Please note that purchasing our services and use of the PQS portal (app.pqscheme.com) has separate terms and conditions that apply to them.

The Date We Collect About You

Personal data, or personal information, means any information about an individual from which that person can be identified. It does not include data where the identity has been removed (anonymous data).

Personal data that may be collected, used, and stored as a result of visiting the PQS website, or participation in advertisement and surveys may include as follows:
- Identity Data includes first name, last name, organisation, job title;
- Contact Data includes contact address, email address and telephone numbers;
- Marketing & Communications Data includes your preferences in receiving marketing from us and our third parties and your communication preferences.

We also collect, use and share Aggregated Data such as statistical or demographic data for any purpose. Aggregated Data could be derived from your personal data but is not considered personal data in law as this data will not directly or indirectly reveal your identity. For example, we may aggregate your Usage Data to calculate the percentage of users accessing a specific website feature. However, if we combine or connect Aggregated Data with your personal data so that it can directly or indirectly identify you, we treat the combined data as personal data which will be used in accordance with this privacy notice.

We do not collect any Special Categories of Personal Data about you (this includes details about your race or ethnicity, religious or philosophical beliefs, sex life, sexual orientation, political opinions, trade union membership, information about your health, and genetic and biometric data). Nor do we collect any information about criminal convictions and offences.

Please note that purchasing our services and use of the PQS portal (app.pqscheme.com) has separate terms and conditions that apply to them with a separate privacy notice in relation to the contract/services.

How Is Your Personal Data Collected

We use different methods to collect data from and about you including through:

- *Direct interactions.* You may give us your Contact Data, Marketing & Communications Data, by filling in forms or by corresponding with us by post, phone, email or otherwise. This includes personal data you provide when you:
  - subscribe to a future newsletter (currently we don't have these)
  - contacting us via telephone or email with speculative enquiries
  - request marketing information to be sent to you;
  - enter a survey;
  - give us feedback or contact us;
  - engage with us on social media;

- *Automated technologies or interactions.* As you interact with our website, we will automatically collect Technical Data and / or Usage Data about your equipment, browsing actions and patterns. We collect this personal data by using cookies, server logs and other similar technologies. Please see the cookie policy on our website for further details. We may also collect Usage Data through our electronic communications. For example, we may track email open rates by using pixels in email communications that we send you.

- *Third parties or publicly available sources.* We may receive / may obtain personal data about you from various third parties and public sources as set out in the table below:

Third Party Type:	Category of Data Collected:
Analytics providers such as Google and advertising networks	Technical Data and Usage Data
Providers of online review services such as Trust Pilot	Identity Data, Usage Data and Profile Data
Providers of technical, payment and delivery services	Identity Data, Contact Data, Financial Data and Transaction Data
IT, business administration and e-marketing service providers (who are acting as our data processors)	Identity Data, Contact Data, Transaction Data, Technical Data, Profile Data, Usage Data, Marketing & Comms
Other organisations that we work with who may send us (on your behalf) PQS forms you completed	Identity Data, Contact Data, Marketing & Communications Data
Other organisations that we work with who may send us your details so that we can add you to our electronic mailing lists (where you have consented to this).	Identity Data, Contact Data , Marketing & Communications Data
Publicly available sources such as Companies House and the Electoral Register	Identity Data and Contact Data

How We Use Your Personal Data

We will only use your personal data when the law allows us to. Most commonly, we will use your personal data in the following circumstances:

- Where we need to perform the contract we are about to enter into or have entered into with you.
- Where it is necessary for our legitimate interests (or those of a third party) and your interests and fundamental rights do not override those interests.
- Where we need to comply with a legal obligation.
- You can find out more about the types of lawful basis that we will rely on to process your personal data in the Glossary section below.

Generally, we do not rely on consent as a legal basis for processing your personal data although we will get your consent before sending third party direct marketing communications to you via email or text message. Where required by law we will also ask you for consent for us to send you direct marketing communications by email and / or text. You have the right to withdraw consent to marketing at any time.

Purposes For Which We Will Use Your Personal Data

We have set out below, in a table format, a description of all the ways we plan to use your personal data, and which of the legal bases we rely on to do so. We have also identified what our legitimate interests are where appropriate.

Note that we may process your personal data for more than one lawful ground depending on the specific purpose for which we are using your data. Please contact us if you need details about the specific legal ground we are relying on to process your personal data where more than one ground has been set out in the table below.

Purpose/Activity	Type of Data	Lawful Basis for Processing including basis for legitimate interest
To manage our relationship with you which will include: (a) responding to any enquiry you raise or request you make; (b) dealing with complaints; (c) notifying you about changes to our terms or privacy notice; (d) asking you to leave a review or take a survey.	(a) Identity (b) Contact (c) Profile (d) Usage (e) Marketing & Communications	(a) Necessary to comply with a legal obligation; (b) Performance of a contract with you; (c) Necessary for our legitimate interests (to grow and develop our business, keep our records updated, study how customers use our products/services and to enable us to engage with an organisation for which you are a point of contact).
To enable you to partake in a prize draw, competition or complete a survey.	(a) Identity (b) Contact (c) Profile (d) Usage (e) Marketing & Communications	(a) Performance of a contract with you; (b) Necessary for our legitimate interests (to study how customers use our products/services, to develop them and grow our business).
To administer, develop, grow and protect our business and website including: (a) troubleshooting; (b) testing; (c) system maintenance; (d) support; (e) hosting of data; (f) data analysis; (g) protecting the security of our buildings and staff; (h) resolving complaints; (i) carrying out financial reporting and audits; and (j) carrying out market research / product development research.	(a) Identity (b) Contact (c) Financial (d) Transaction (e) Technical (f) Profile (g) Usage (h) Marketing & Communications	(a) Necessary to comply with a legal obligation; (b) Necessary for our legitimate interests (for running our business, to study how customers use our products/services and to develop them and grow our business, to study how customers interact with our electronic communications, to protect the security of our buildings and staff, to prevent fraud and in the context of a business reorganisation or group restructuring exercise).

Purpose/Activity	Type of Data	Lawful Basis for Processing including basis for legitimate interest
To: (a) sign you up to receive promotional offers and discounts (either by post or electronically); and / or (b) send you promotional offers and discounts.	(a) Identity (b) Contact (c) Profile (d) Usage (e) Marketing and Communications	(a) Necessary for our legitimate interests (to define types of customers for our products and services, to develop our business and to inform our marketing strategy); (b) Consent (only where we send you marketing or promotional material by email and / or text and the law requires that we obtain your consent to do so).
To deliver relevant website content and advertisements to you and measure or understand the effectiveness of the advertising we serve to you.	(a) Identity (b) Contact (c) Technical (d) Profile (e) Usage (f) Marketing and Communications	(a) Necessary for our legitimate interests (to study how customers use our products/services, to develop them, to grow our business and to inform our marketing strategy); (b) Consent, where applicable, to the use of nonessential cookies on our website.
To register you for news alerts.	(a) Identity (b) Contact (c) Marketing & Communications	(a) Necessary for our legitimate interests (to define types of customers for our products and services, to develop our business and to inform our marketing strategy); (b) Consent (only where we send you direct marketing by email and / or text and the law requires that we obtain your consent to do so).
To register you to receive our email promotions.	(a) Identity (b) Contact (c) Marketing & Communications	(a) Necessary for our legitimate interests (to develop our business and to inform our marketing strategy); (b) Consent (only where we send you an email and the law requires that we obtain your consent to do so).
To use data analytics to improve our website, products/services, marketing, customer relationships and experiences.	(a) Technical (b) Usage	(a) Necessary for our legitimate interests (to define types of customers for our products and services, to keep our website updated and relevant, to develop our business and to inform our marketing strategy); (b) Consent, where applicable, to the use of nonessential cookies on our website.
To make suggestions and recommendations to you about products or services that may be of interest to you.	(a) Identity (b) Contact (c) Technical (d) Usage (e) Profile (f) Marketing & Communications	(a) Necessary for our legitimate interests (to develop our products/services and grow our business); (b) Consent (only where we send you direct marketing by email and / or text and the law requires that we obtain your consent to do so).

Marketing - We strive to provide you with choices regarding certain personal data uses, particularly around marketing and advertising.

Promotional offers from us - We may use your Contact, Marketing and Communications, and other Data to form a view on what we think you may want or need, or what may be of interest to you. This is how we decide which products, services and offers may be relevant for you (we call this marketing).

You will receive marketing communications from us if you have:

- requested information from us or purchased goods or services from us;
- entered into a competition/offered a discount code
- registered on the PQS portal
- subscribed to any future newsletters
- signed up to receive promotional offers from us;
- engaged with one of the PQS campaigns;

and you have not opted out of receiving that marketing.
Direct Marketing By Email and Text **-** Although our general approach to marketing is to only send marketing communications by email and text to individuals where we have their consent to do so (such consent can be withdrawn at any time), we may send marketing communications to companies, partnerships, or government bodies by email and text without consent (in this case our legal basis of processing would be legitimate interests).

We use a third-party provider to deliver our electronic marketing communications. We gather information around email opening and clicks using industry standard technologies (such as pixels / gifs) to help us monitor and improve our electronic marketing.

Third-Party Marketing - We will not share your personal data with any third party for their own marketing purposes.

Opting Out - You can ask us or our third-party data processors to stop sending you marketing messages at any time by following the optout links on any marketing message sent to you or by contacting us at any time.

Where you opt out of receiving these marketing messages, this will not apply to personal data provided to us as a result of a product/service purchase, warranty registration, product/service experience or other transactions.

Cookies - You can set your browser to refuse all or some browser cookies, or to alert you when websites set or access cookies. If you disable or refuse cookies, please note that some parts of our website may become inaccessible or not function properly. For more information about the cookies we use, please see the cookies policy on our website.

Change of Purpose - We will only use your personal data for the purposes for which we collected it, unless we reasonably consider that we need to use it for another reason and that reason is compatible with the original purpose. If you wish to get an explanation as to how the processing for the new purpose is compatible with the original purpose, please contact us.

If we need to use your personal data for an unrelated purpose, we will notify you and we will explain the legal basis which allows us to do so.

Please note that we may process your personal data without your knowledge or consent where this is required or permitted by law.

Disclosures of Your Personal Data

We may share your personal data with the parties set out below for the purposes set out in the table in the section above.

- External Third Parties as set out in the Glossary below.
- Third parties to whom we may choose to transfer or merge parts of our business or our assets. Alternatively, we may seek to acquire other businesses or merge with them. If a change happens to our business, then the new owners may use your personal data in the same way as set out in this privacy policy.

International Transfers

Generally, we store and therefore process your personal data in the United Kingdom (UK).

Data Security

We have put in place appropriate security measures to prevent your personal data from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed. In addition, we limit access to your personal data to those employees, agents, contractors and other third parties who have a business need to know. Our employees will only process your personal data on our instructions, and they are subject to a duty of confidentiality.

We have put in place procedures to deal with any suspected personal data breach and will notify you and any applicable regulator of a breach where we are legally required to do so.

Data Retention

How Long Will You Use My Personal Data For?
We will only retain your personal data for as long as reasonably necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, regulatory, tax, accounting or reporting requirements. We may retain your personal data for a longer period in the event of a complaint or if we reasonably believe there is a prospect of litigation in respect to our relationship with you.

To determine the appropriate retention period for personal data, we consider the amount, nature and sensitivity of the personal data, the potential risk of harm from unauthorised use or disclosure of your personal data, the purposes for which we process your personal data and whether we can achieve those purposes through other means, and the applicable legal, regulatory, tax, accounting or other requirements.

In some circumstances you can ask us to delete your data: see your legal rights below for further information.

In some circumstances we will anonymise your personal data (so that it can no longer be associated with you) for research or statistical purposes, in which case we may use this information indefinitely without further notice to you.

Your Legal Rights

Under certain circumstances, you have rights under data protection laws in relation to your personal data. You may have the right to:

- Request access to your personal data.
- Request correction of your personal data.
- Request erasure of your personal data.
- Object to processing of your personal data.
- Request restriction of processing your personal data.
- Request transfer of your personal data.
- Right to withdraw consent.

You can find out more about these rights by reading the Glossary section below. If you wish to exercise any of the rights set out above, please contact our data privacy manager using the contact details set out above.

You will not have to pay a fee to access your personal data (or to exercise any of the other rights). However, we may charge a reasonable fee if your request is clearly unfounded, repetitive or excessive. Alternatively, we could refuse to comply with your request in these circumstances.

We may need to request specific information from you to help us confirm your identity and ensure your right to access your personal data (or to exercise any of your other rights). This is a security measure to ensure that personal data is not disclosed to any person who has no right to receive it. We may also contact you to ask you for further information in relation to your request to speed up our response.

We try to respond to all legitimate requests within one month. Occasionally it could take us longer than a month if your request is particularly complex or you have made a number of requests. In this case, we will notify you and keep you updated.

You have the right to make a complaint at any time to the Information Commissioner's Office (ICO), the UK supervisory authority for data protection issues (you can find out more by visiting the ICO website at: www.ico.org.uk). We would, however, appreciate the chance to deal with your concerns before you approach the ICO so we would be grateful if you would please contact us in the first instance.

Glossary

More information about lawful basis

Legitimate Interest means the interest of our business in conducting and managing our business to enable us to give you the best service/product and the best and most secure experience. We make sure we consider and balance any potential impact on you (both positive and negative) and your rights before we process your personal data for our legitimate interests. We do not use your personal data for activities where our interests are overridden by the impact on you (unless we have your consent or are otherwise required or permitted to by law). You can obtain further information about how we assess our legitimate interests against any potential impact on you in respect of specific activities by contacting us.

Performance of Contract means processing your data where it is necessary for the performance of a contract to which you are a party or to take steps at your request before entering into such a contract.

Comply with a legal obligation means processing your personal data where it is necessary for compliance with a legal obligation that we are subject to.

Consent means that you have given us your consent to use your personal data. Where we are relying on consent as a lawful basis for processing, you may have the right to withdraw your consent (see below).

External Third Parties We Share Your Data With
We do not actively share any information with third parties in relation to the scope of this privacy agreement.

However, your information (whilst encrypted) will be available to:

- Service providers who provide data hosting and website products / services.
- Service providers who provide software, IT and system administration products / services.
- Service providers who provide business administration products / services.
- Service providers who provide email marketing services.
- Providers of online review services.
- Analytics and search engine providers that assist us in the improvement and optimisation of our website.

More About Your Legal Rights
You have the right to:

- Request access to your personal data (commonly known as a "data subject access request"). This enables you to receive a copy of the personal data we hold about you and to check that we are lawfully processing it.

- Request correction of the personal data that we hold about you. This enables you to have any incomplete or inaccurate data we hold about you corrected, though we may need to verify the accuracy of the new data you provide to us.

- Request erasure of your personal data. This enables you to ask us to delete or remove personal data where there is no good reason for us continuing to process it. You also have the right to ask us to delete or remove your personal data where you have successfully exercised your right to object to processing (see below), where we may have processed your information unlawfully or where we are required to erase your personal data to comply with local law. Note, however, that we may not always be able to comply with your request of erasure for specific legal reasons which will be notified to you, if applicable, at the time of your request.

- Object to processing of your personal data where we are relying on a legitimate interest (or those of a third party) and there is something about your particular situation which makes you want to object to processing on this ground as you feel it impacts on your fundamental rights and freedoms. You also have the right to object where we are processing your personal data for direct marketing purposes. In some cases, we may demonstrate that we have compelling legitimate grounds to process your information which override your rights and freedoms.

- Request restriction of processing of your personal data. This enables you to ask us to suspend the processing of your personal data in the following scenarios:
  - If you want us to establish the data's accuracy.
  - Where our use of the data is unlawful but you do not want us to erase it.
  - Where you need us to hold the data even if we no longer require it as you need it to establish, exercise or defend legal claims.
  - You have objected to our use of your data but we need to verify whether we have overriding legitimate grounds to use it.

- Request the transfer of your personal data to you or to a third party. We will provide to you, or a third party you have chosen, your personal data in a structured, commonly used, machine-readable format. Note that this right only applies to automated information which you initially provided consent for us to use or where we used the information to perform a contract with you.

- Withdraw consent at any time where we are relying on consent to process your personal data. However, this will not affect the lawfulness of any processing carried out before you withdraw your consent. If you withdraw your consent, we may not be able to provide certain products or services to you. We will advise you if this is the case at the time you withdraw your consent.

Contact

Questions, comments and requests regarding this privacy policy are welcomed and should be addressed to:
The Data Manager
PQS Pre-Qualification Scheme
MHA Charter Court,
Phoenix Way,
Swansea,
SA7 9FS

Or sent via email to: enquiries@pqscheme.com